

In the Claims:

1-19 (cancelled)

20. (new) A process comprising a user system that includes a client platform connected to a two-way digital tuner equipped device, said client platform regulating processes that authenticate users, content, advertisement and royalty distribution, and said client platform recognizing and reporting to a server platform the following information: data about the user, the times of user activity, the content type, the name of said content, the time that said content was made available to users by the owner of the content, the number of times said content has been used by or transferred to or among the users, the advertisement consumption options, which advertisement the user has or has not selected in the past, which advertisement that the user has or has not seen, the amount of royalties paid, and to whom said royalties were paid, where user must watch advertising to see the content where said users can have a preference in the advertising that they watch and where the systems assigns a unique code for each respective advertisement uploaded by a participating advertiser.

21. (new) A process according to claim 20 wherein said client platform further controls one or more of the following processes: a selection or non-selection of content, a selection or non-selection of ads, playing content, or storing content.

22. (new) A process according to claim 20 further comprising generating said client platform for each unique user.

23. (new) A process according to claim 20 further comprising having said information being stored in one or more databases, apis or storage units, and for which said information is controlled by the actions of said user's input into said user system.

24. (new) A process according to claim 23 wherein said database is contained within said user system.

25. (new) A process according to claim 20 wherein said user system is a television receiver.

26. (new) A process according to claim 20 wherein said user system is a computer.

27. (new) A process according to claim 20 wherein said user system comprises a set top box connected to a display device.

28. (new) A process according to claim 20 wherein said user system informs the advertiser of the advertisement viewed and amount viewed by the user.

29. (new) A process according to claim 28 wherein said advertiser uses the information of the advertisement viewed and amount viewed to decide on what advertisement is viewed by the user.